

## **REMARKS**

Applicant requests favorable reconsideration and allowance of this application in view of the foregoing amendments and the following remarks.

Claims 1-15, 27 and 41 are pending in this application, with Claims 1, 15, 27 and 41 being independent.

Claims 1, 15, 27, and 41 have been amended. Applicant submits that support for the amendments can be found in the original disclosure, and therefore no new matter has been added.

Claims 1, 2, 10, 11, 13-15, 27, and 41 stand rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 6,182,218 (Saito). The remaining dependent claims have been variously rejection under 35 U.S.C. §103 as being obvious over various combinations of Saito and one or more of U.S. Patent No. 6,233,684 (Stefik) and U.S. Patent No. 6,148,333 (Guedalia). Applicant respectfully traverses these rejections for the reasons discussed below.

As recited in independent Claim 1, the present invention relates to an information processing apparatus in which an electronic watermark is to be applied to data. As discussed in the background section of the present application, in one conventional technique an electronic watermark such as copyright information is uniformly applied to data regardless of the will of the copyright holder. However, copyright holders may differ in the protection measures that they prefer. For example, some copyright holders may wish to permit a sample image to be freely distributed without application of an electronic watermark, and only wish to restrict reproduction of high quality, high resolution images. Other copyright holders may prefer stricter measures and may wish to apply an electronic watermark to an image used for any purpose.

The present invention recited in independent Claim 1 addresses this drawback of the conventional technique. In particular, the invention as recited in Claim 1 includes, *inter alia*, the features of discriminating a process from among a plurality of different processes that are executed for data, and registering a plurality of purposes of use for the same data and registering a plurality of processes for executing the purposes of uses, as a timing of applying an electronic watermark for each of the registered purposes of use, so that the electronic watermark is applied to the data during a process discriminated based on the registration. In this manner, a process during which an electronic watermark is applied to data can be determined based on registered information regarding purposes of use of the data.

Applicant submits that the cited art fails to disclose or suggest at least the above-mentioned claim features. Saito discloses that an electronic watermark is applied to an original content upon detecting an unauthorized storing, copying, or transferring operation. However, Applicant submits that Saito does not disclose or suggest at least the feature of registering a plurality of purposes of use for the same data and registering a plurality of processes for executing the purposes of use, as a timing of applying an electronic watermark for each of the registered purposes of use, so that the electronic watermark is applied to the data during a process discriminated based on the registration.

Further, Applicant submits that the other cited art fails to add anything to Saito that would render this feature obvious. Stefik, et al. discloses that rights for displaying, playing, or printing data can be set for the data, and that the data can be printed or displayed with a watermark. Guedalia, et al. discloses that a user may select sending data after applying a watermark or

· sending the data without a watermark. However, neither of those references discloses or suggest at least the above-mentioned feature.

For the foregoing reasons, Applicant submits that the present invention recited in independent Claim 1 is patentable over the art of record. Independent Claims 15, 27, and 41 recite similar features and are believed patentable for similar reasons. The dependent claims are believed patentable for at least the same reasons as the independent claims, as well as for the additional features they recite.

In view of the foregoing, this application is believed to be in condition for allowance. Favorable reconsideration, withdrawal of the outstanding rejection, and an early Notice of Allowance are requested.

Applicant's undersigned attorney may be reached in our Washington, D.C. office by telephone at (202) 721-5427. All correspondence should continue to be directed to our below-listed address.

Respectfully submitted,



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